

SYSTEM AND METHOD FOR PROVIDING ON-HOLD CONTENT IN A  
VOICE OVER INTERNET PROTOCOL (VoIP) ENVIRONMENT

ABSTRACT OF THE DISCLOSURE

5 A method and system for providing on-hold content in  
a voice over Internet Protocol (VoIP) environment  
includes receiving an indication of a call on-hold. On-  
hold content for the call may be selected based on  
revenue generation criteria such as, for example, prices  
advertisers and other content providers are willing to  
pay for provisioning of their content to the call.